

### **EXAMINER'S AMENDMENT**

1. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Andrew Dommer (Reg. No. 65,758) on 12 July 2010.

The application has been amended as follows:

Please amend claim 1 as indicated below:

1. (Currently Amended) A method comprising:

populating a computer memory, by receiving a plurality of first search queries from a first plurality of computer users at a computer system, rewriting the plurality of first search queries into modified search queries, and mapping ones of the plurality of first search queries to corresponding modified search queries to produce a mapping in computer memory that correlates ones of the plurality of first search queries with corresponding ones of the rewritten search queries;

wherein ~~the step of~~ rewriting the plurality of first search queries into the modified search queries comprises:

determining a phrase or term that is more common or popular than content of a first one of the plurality of first search queries; and

rewriting the first one of the plurality of first search queries into a first one of the modified search queries such that the first one of the modified search queries includes the determined phrase or term in place of the content of the first one of the plurality of first search queries;

providing search results for the rewritten search queries to the plurality of computer users;

subsequently processing a second search query received from a user who is different than the first plurality of computer users, by determining whether a portion of content from the second query matches a portion of content from at least one of the plurality of first search queries, and executing, based on a determination of whether a portion of the content from the second query matches a portion of content from at least one of the plurality of first search queries, (i) a computerized search using one of the rewritten queries that corresponds to the query from the plurality of first search queries that includes the matching portion of content in place of the second search query, or (ii) a search using information corresponding to the received second search query or a modified version of the second search query; and

providing search results from processing the second search query to the second user.

Please cancel claim 3 as indicated below:

3. (Canceled).

Please amend claim 8 as indicated below:

8. (Currently Amended) The method of claim 1, wherein ~~the step of~~ mapping is performed offline prior to ~~the step of~~ receiving the second search query; and ~~the step of~~ executing the search is performed online upon receiving the second search query.

Please amend claim 9 as indicated below:

9. (Currently Amended) A method comprising:

populating a computer memory, by receiving a plurality of first search queries from a first plurality of computer users at a computer system, rewriting the plurality of first search queries into modified search queries, and mapping ones of the plurality of first search queries to corresponding modified search queries to produce a mapping in computer memory that correlates ones of the plurality of first search queries with corresponding ones of the rewritten search queries;

wherein ~~the step of~~ rewriting the plurality of first search queries into the modified search queries comprises:

- determining that a first one of the plurality of first search queries is frequently received;
- issuing the first one of the plurality of first search queries to the backend data system to find information related to the first one of the plurality of first search queries;
- determining additional content for the first one of the plurality of first search queries based on the related information; and
- rewriting the first one of the plurality of first search queries into a corresponding first one of the modified search queries such that the corresponding first one of the modified search queries includes the additional content;
- providing search results for the rewritten search queries to the plurality of computer users;
- subsequently processing a second search query received from a user who is different than the first plurality of computer users, by determining whether a portion of content from the second query matches a portion of content from at least one of the plurality of first search queries, and executing, based on a determination of whether a portion of the content from the second query matches a portion of content from at least one of the plurality of first search queries, (i) a computerized search using one of the rewritten queries that corresponds to the query from the plurality of first search queries that includes the matching portion of content in place of the second search query, or (ii) a search using information corresponding to the received second search query or a modified version of the second search query; and
- providing search results from processing the second search query to the second user.

Please amend claim 14 as indicated below:

14. (Currently Amended) The method of claim 11, wherein ~~the step of~~ rewriting is performed by the first system of the search site.

Please amend claim 17 as indicated below:

17. (Currently Amended) The method of claim 11, wherein the memory is a database in a memory system of the search site, and ~~the step of~~ rewriting is performed with the memory system.

Please amend claim 22 as indicated below:

22. (Currently Amended) The method of claim 1, wherein ~~the step of~~ rewriting the plurality of first search queries into the modified search queries further comprises:

determining an additional phrase or term for content of a first one of the first plurality of search queries; and

augmenting the first one of the plurality of first search queries to include the additional phrase or term.

Please amend claim 23 as indicated below:

23. (Currently Amended) A computer-readable storage device having computer-executable instructions contained therein for performing a method, the method comprising:

populating a computer memory, by receiving a plurality of first search queries from a first plurality of computer users at a computer system, rewriting the plurality of first search queries into modified search queries, and mapping ones of the plurality of first search queries to corresponding modified search queries to produce a mapping in computer memory that correlates ones of the plurality of first search queries with corresponding ones of the rewritten search queries;

wherein rewriting the plurality of first search queries into the modified search queries comprises:

determining a phrase or term that is more common or popular than content of a first one of the plurality of first search queries; and

rewriting the first one of the plurality of first search queries into a first one of the modified search queries such that the first one of the modified search

queries includes the determined phrase or term in place of the content of the first one of the plurality of first search queries;

providing search results for the rewritten search queries to the plurality of computer users;

subsequently processing a second search query received from a user who is different than the first plurality of computer users, by determining whether a portion of content from the second query matches a portion of content from at least one of the plurality of first search queries, and executing, based on a determination of whether a portion of the content from the second query matches a portion of content from at least one of the plurality of first search queries, (i) a computerized search using one of the rewritten queries that corresponds to the query from the plurality of first search queries that includes the matching portion of content in place of the second search query, or (ii) a search using information corresponding to the received second search query or a modified version of the second search query; and

providing search results from processing the second search query to the second user.

Please amend claim 27 as indicated below:

27. (Currently Amended) The computer-readable storage device of claim 23, wherein the mapping is configured to run offline prior to the step of receiving the second search query; and the issuing the search is configured to run online upon receiving the second search query.

Please amend claim 28 as indicated below:

28. (Currently Amended) A computer-readable storage device having computer-executable instructions contained therein for performing a method, the method comprising:

populating a computer memory, by receiving a plurality of first search queries from a first plurality of computer users at a computer system, rewriting the plurality of first search queries into modified search queries, and mapping ones of the plurality of first search queries to corresponding modified search queries to produce a mapping in computer memory that correlates

ones of the plurality of first search queries with corresponding ones of the rewritten search queries;

wherein rewriting the plurality of first search queries into the modified search queries comprises:

determining that a first one of the plurality of first search queries is frequently received;

issuing the first one of the plurality of first search queries to the backend data system to find information related to the first one of the plurality of first search queries;

determining additional content for the first one of the plurality of first search queries based on the related information; and

rewriting the first one of the plurality of first search queries into a corresponding first one of the modified search queries such that the corresponding first one of the modified search queries includes the additional content;

providing search results for the rewritten search queries to the plurality of computer users;

subsequently processing a second search query received from a user who is different than the first plurality of computer users, by determining whether a portion of content from the second query matches a portion of content from at least one of the plurality of first search queries, and executing, based on a determination of whether a portion of the content from the second query matches a portion of content from at least one of the plurality of first search queries, (i) a computerized search using one of the rewritten queries that corresponds to the query from the plurality of first search queries that includes the matching portion of content in place of the second search query, or (ii) a search using information corresponding to the received second search query or a modified version of the second search query; and

providing search results from processing the second search query to the second user.

Please amend claim 31 as indicated below:

31. (Currently Amended) A method comprising:

populating a computer memory, wherein populating the computer memory comprises:

receiving at a computer system search interface a plurality of instances of a first search query having a first plurality of search terms forming a phrase;

determining an indicator of frequency with which the first search query has been received at the search interface;

when the first search query is determined, based on the indicator of frequency, to be among a group of most frequently received queries relative to other queries received at the search interface that are different than the first search query, rewriting the first search query, based on the phrase, into a modified search query having a second plurality of search terms that are different in content or order than the first plurality of search terms, and mapping, with the computer system, the first search query to the modified search query in the memory to produce a mapping stored in the memory that correlates the first search query to the modified search query; and

subsequently processing a second search query including:

receiving the second search query;

determining that at least one portion of the second query matches one or more of the first plurality of search terms; and

executing, based on the determination of whether at least one portion of the second query matches one or more of the first plurality of search terms, (i) a computerized search of the modified search query in place of the at least one portion of the second search query, or (ii) a search using information corresponding to the second search query or a modified version of the second search query, and returning one or more corresponding search results as responsive to the received second search query,

wherein the at least one portion of the second query that matches the one or more of the first plurality of search terms is replaced by the modified search query.

Art Unit: 2169

2. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Jacob F. Bétit whose telephone number is (571)272-4075. The examiner can normally be reached on Monday through Friday 9:30 am to 5:30 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Tony Mahmoudi can be reached on (571) 272-4078. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

/Jacob F Bétit/  
Primary Examiner, Art Unit 2169

jfb  
9 Jul 2010